What is claimed is:

1. A portable data storage device adapted to couple with an electronic apparatus for said electronic apparatus to automatically execute and play an internal file stored in said portable data storage device, comprising:

an interface unit for coupling with a processing unit of said electronic apparatus;

a flash memory into and from which data can be written and read; and

a control unit located between and coupled with said interface unit and said flash memory to control input and output of data into and from said flash memory;

said portable data storage device being characterized in that said flash memory includes at least one predetermined segment particularly divided to set as a compact-disk (CD) device and to store said internal file; said CD device including a start program adapted to cause said processing unit of said electronic apparatus to detect via said

control unit a virtual CD-ROM in said CD device, and thereby locate said start program to automatically execute and play said internal file.

2. The portable data storage device as claimed in claim 1, wherein said interface unit includes a universal serial bus (USB) plug for coupling with a corresponding USB socket on said electronic apparatus.

3. The portable data storage device as claimed in claim 1, wherein said start program includes an auto-execution file and an application having driving mechanisms for playing said internal file.

4. The portable data storage device as claimed in claim 3, wherein said driving mechanisms of said application sequentially include:

copying said internal file from said predetermined segment to another segment of said flash memory;

starting a corresponding program to play said copied internal file; and

deleting said copied internal file after completion of playing of said copied internal file.

5. The portable data storage device as claimed in claim 3, wherein said driving mechanisms of said application sequentially include:

copying said internal file from said predetermined segment of said flash memory to a storage unit of said electronic apparatus;

starting a corresponding program to play said copied internal file; and

deleting said copied internal file after completion of playing of said copied internal file.

6. The portable data storage device as claimed in claim 3, wherein said auto-execution file further includes an icon instruction and an icon file representing said portable data storage device, so as to automatically display a designated icon in an operating system of said electronic apparatus to represent said portable data storage device.

7. The portable data storage device as claimed in claim 1, wherein said control unit comprises a micro controller.

8. The portable data storage device as claimed in claim 7, wherein said micro controller includes a read-only memory for recording a control program thereon.

9. The portable data storage device as claimed in claim 1, wherein said internal file is selected from a group consisting of image files, picture files, word data files, protection programs, service programs, other programs and drivers thereof, and auto installation programs, and combinations of any two or more items thereof.

10. A portable data storage device adapted to couple with an electronic apparatus for said electronic apparatus to automatically execute and play an internal file stored in said portable data storage device, comprising:

an interface unit for coupling with a processing unit of said electronic apparatus;

a flash memory into and from which data can be written and read; and

a control unit located between and coupled with said interface unit and said flash memory to control input and output of data into and from said flash memory;

said portable data storage device being characterized in that said flash memory being divided into a first, a second, and a third segment; said first segment being set as a CD device having a start program, said second segment being a general read/write segment, and said third segment being used to store said internal file; and said processing unit of said electronic apparatus being caused to detect via said control unit a virtual CD-ROM in said CD device, and thereby locates said start program to automatically execute and play said internal file.

11. The portable data storage device as claimed in claim 10, wherein said interface unit includes a universal serial bus (USB) plug for coupling with a corresponding USB socket on said electronic apparatus.

12. The portable data storage device as claimed in claim 10, wherein said start program includes an auto-execution file and an application having driving mechanisms for playing said internal file.

13. The portable data storage device as claimed in claim 12, wherein said driving mechanisms of said application sequentially include:

copying said internal file from said third segment to said second segment of said flash memory;

starting a corresponding program to play said internal file in said second segment; and

deleting said internal file in said second segment after completion of playing of said internal file.

14. The portable data storage device as claimed in claim 12, wherein said driving mechanisms of said application sequentially include:

copying said internal file from said third segment of said flash memory to a storage unit of said

electronic apparatus;

starting a corresponding program to play said internal file stored in said storage unit; and

deleting said internal file stored in said storage unit after completion of playing of said internal file.

15. The portable data storage device as claimed in claim 12, wherein said auto-execution file further includes an icon instruction and an icon file representing said portable data storage device, so as to automatically display a designated icon in an operating system of said electronic apparatus to represent said portable data storage device.

16. The portable data storage device as claimed in claim 10, wherein said control unit comprises a micro controller.

17. The portable data storage device as claimed in claim 16, wherein said micro controller includes a read-only memory for recording a control program thereon.

18. The portable data storage device as claimed in claim 10, wherein said third segment of said flash memory is a hidden segment that could not be read by users.

19. The portable data storage device as claimed in claim 18, wherein said hidden segment has a password pre-recorded therein, and said control unit is adapted to decrypt and compare an input password with said pre-recorded password to determine whether data may be read from or written into said hidden segment.

20. The portable data storage device as claimed in claim 10, wherein said internal file is selected from a group consisting of image files, picture files, word data files, protection programs, service programs, other programs and drivers thereof, and auto installation programs, and combinations of any two or more items thereof.

21. A method of automatic execution of a portable data storage device, comprising the following steps:

coupling an interface unit of said portable data

storage device with a processing unit of an electronic apparatus, so as to cause said processing unit to detect a virtual CD-ROM in a CD device set in a predetermined segment of a flash memory of said portable data storage device; and

causing said processing unit of said electronic apparatus to locate via a control unit of said portable data storage device a designated start program in said virtual CD-ROM, and to automatically execute and play an internal file stored in another predetermined segment of said flash memory of said portable data storage device.

22. The method of automatic execution of a portable data storage device as claimed in claim 21, further comprising steps of executing an auto-execution file and an application having driving mechanisms for playing said internal file that are included in said start program.

23. The method of automatic execution of a portable data storage device as claimed in claim 22, wherein said step of executing said application having driving mechanisms for playing said internal file further

includes the steps of:

copying said internal file from said predetermined segment to another segment of said flash memory;

starting a corresponding program to play said copied internal file; and

deleting said copied internal file after completion of playing of said copied internal file.

24. The method of automatic execution of a portable data storage device as claimed in claim 22, wherein said step of executing said application having driving mechanisms for playing said internal file includes the steps of:

copying said internal file from said predetermined segment of said flash memory to a storage unit of said electronic apparatus;

starting a corresponding program to play said copied internal file; and

deleting said copied internal file after completion

of playing of said copied internal file.

25. The method of automatic execution of a portable data storage device as claimed in claim 22, wherein said step of executing said auto-execution file further includes the step of executing an icon instruction to cause an operating system of said electronic apparatus to automatically display a designated icon representing said portable data storage device.

26. A method of automatic execution of a portable data storage device, comprising the following steps:

coupling an interface unit of said portable data storage device with a processing unit of an electronic apparatus, so as to cause said processing unit to detect a virtual CD-ROM in a CD device set in a first segment of a flash memory of said portable data storage device; and

causing said processing unit of said electronic apparatus to locate via a control unit of said portable data storage device a designated start program in said virtual CD-ROM, and to automatically execute and play an internal file stored in a third

segment of said flash memory of said portable data storage device.

27. The method of automatic execution of a portable data storage device as claimed in claim 26, further comprising steps of executing an auto-execution file and an application having driving mechanisms for playing said internal file that are included in said start program.

28. The method of automatic execution of a portable data storage device as claimed in claim 27, wherein said step of executing said application having driving mechanisms for playing said internal file further includes the steps of:

copying said internal file from said third segment to a second segment of said flash memory; said second segment being a general read/write segment;

starting a corresponding program to play said internal file in said second segment; and

deleting said internal file in said second segment after completion of playing of said internal file.

29. The method of automatic execution of a portable data storage device as claimed in claim 27, wherein said step of executing said application having driving mechanisms for playing said internal file further the steps of:

copying said internal file from said third segment of said flash memory to a storage unit of said electronic apparatus;

starting a corresponding program to play said internal file stored in said storage unit; and

deleting said internal file stored in said storage unit after completion of playing of said internal file.

30. The method of automatic execution of a portable data storage device as claimed in claim 27, wherein said step of executing said auto-execution file further includes the step of executing an icon instruction to cause an operating system of said electronic apparatus to automatically display a designated icon representing said portable data storage device.

31. The method of automatic execution of a portable data storage device as claimed in claim 26, further comprising the step of setting said third segment of said flash memory as a hidden segment that could not be read by users.